

# 2026

## Convenience Distribution MARKETPLACE

**February 16–18, 2026**

Loews Arlington Hotel  
Arlington, TX



The premier national conference  
and trade show dedicated  
to the convenience products  
distribution industry.

One-Day Trade Show

Distributor Showcase

Focused Education

Engage and Network with  
Key Trading Partners

Awards Program

PRESENTED BY THE CONVENIENCE  
DISTRIBUTION ASSOCIATION (CDA)

CONNECT with distributors. BUILD your network. GROW your business.

# Convenience Distribution MARKETPLACE

At the Convenience Distribution Marketplace, your team will immerse in dynamic distributor-focused education, receptions, breakfast and lunch daily, the CDA Industry Awards Dinner, the action packed one day Trade Show featuring top suppliers and solution providers and the Distributor Showcase.

## Highlights for 2026

### Trade Show Featuring Top Suppliers

**Tuesday, February 17, 9:00 AM–2:00 PM**

Marketplace's action-packed trade show includes the top trading partners and suppliers of convenience products wholesale distributors. Connect with companies that truly matter to your bottom line. You'll get business done quickly and efficiently with access to the all-day Touchdown Lounge.

### Distributor Showcase "Distributor Draft"

**Tuesday, February 17, 3:30 PM–5:00 PM**

Step off the Marketplace floor and into the draft room at the Distributor Draft—where exhibitors scout, connect, and build winning relationships with top wholesale member distributors. It's your chance to make strategic picks and power up your playbook for success!

### Opening Drive Reception

**Monday, February 16, 5:30 PM–7:00 PM**

Open Marketplace with high energy and team spirit. Gear up, connect with fellow attendees, and start the event like champions taking the field!

### Hall of Fame Dinner

**Tuesday, February 17, 6:15 PM–9:30 PM**

Celebrate this year's MVP with a championship-worthy tribute. It's time to trade business cards for playbooks and honor greatness under the bright lights!

## Schedule at a Glance

*Schedule is subject to change. All times are in the Central Time Zone.*

*Committee, Task Force, and Board of Directors meetings are open to their respective members only.*

### Sunday, February 15, 2026

3:30 PM–6:00 PM Committee Meetings

### Monday, February 16, 2026

7:00 AM–6:00 PM Registration  
7:00 AM–8:00 AM InfoMetrics Advisory Council  
8:00 AM–10:45 AM Committee Meetings  
11:00 AM–12:00 PM CDA & DEF Board of Directors Meeting  
11:45 AM–1:15 PM Pre-Game Lunch  
1:30 PM–2:45 PM Opening Keynote—*FutureNomics: The Economic Snapshot You Need Now and in the Future for Stronger Strategies, Better Decisions, and Faster Results* | Mary Kelly  
2:45 PM–5:30 PM Education Sessions & Networking Breaks  
5:30 PM–7:00 PM Opening Drive Reception

### Tuesday, February 17, 2026

7:00 AM–5:30 PM Registration  
7:00 AM–8:00 AM Breakfast  
8:00 AM–9:00 AM Tuesday Kickoff Session—*Attracting Tomorrow's Talent with Today's Leaders* | Steve Bench  
9:00 AM–2:00 PM The Marketplace Trade Show  
12:30 PM–1:30 PM Sideline Lunch  
1:45 PM Marketplace Grand Prize Giveaway  
2:15 PM–3:15 PM Feature Session—*Trusted to Lead: Energizing High-Performance Cultures in Convenience Distribution* | Lt. Col. (Ret.) Jason O. Harris  
3:30 PM–5:00 PM Distributor Showcase "Distributor Draft"  
6:15 PM–9:30 PM Kickoff Cocktails, Hall of Fame Dinner & End Zone After Party

### Wednesday, February 18, 2026

7:00 AM–8:00 AM Breakfast  
8:00 AM–11:30 AM Education Sessions & Networking Breaks  
11:30 AM Marketplace Concludes—That's a Wrap!

# Marketplace Education

## Opening Keynote

### ***FutureNomics: The Economic Snapshot You Need Now and in the Future for Stronger Strategies, Better Decisions, and Faster Results***

What does the current economic climate mean for your business, your team and your future? Dr. Mary Kelly will break down complex economic trends into actionable insights to help you make smarter decisions, improve profits and plan for 2026 and beyond. Leaders develop stronger strategies, better decisions, and achieve faster results when they understand the facts and data behind economic forces. As one of the world's most influential economists, Mary will help you gain a valuable understanding of today's economy to safeguard your business' bottom line.



## Tuesday's Kickoff Session

### ***Attracting Tomorrow's Talent with Today's Leaders***

From Baby Boomers to Gen Z, today's workplace spans five generations. Steve Bench, Founder of Generational Consulting, will focus on talent attraction and workforce retention by building understanding of who we are, how we were raised, and how each generation views "work" as part of their identity. Learn how to navigate the generation shift in leadership with preparation tactics for succession planning. Prepare to walk away with strategies to overcome generational differences and give you the answers to manage and motivate all members of your team.



## Feature Session

### ***Trusted to Lead: Energizing High-Performance Cultures in Convenience Distribution***

Lt. Col. (Ret.) Jason O. Harris will share insights on how trust is the fuel that drives high-performance teams in convenience distribution, even in the most turbulent conditions. Drawing from his experiences flying combat missions and leading diverse teams, he'll translate leadership and decision-making under pressure into practical takeaways you can bring back to your business to improve commitment, accountability and performance. Walk away with renewed clarity and confidence—ready to lead the future of distribution.



## And more...

Don't miss the rest of the relevant and impactful education sessions available exclusively to Marketplace attendees. Gain timely insights into industry trends and shifting consumer behaviors. Learn the latest on the Food Safety Modernization Act (FSMA) Section 204(d)—the FDA's Food Traceability Rule. Hear the latest on federal tobacco regulations and explore how AI is reshaping distribution.



Visit [www.cdamarketplace.net](http://www.cdamarketplace.net) for Marketplace education session details, descriptions and presenter bios.



## Distributor Showcase "Distributor Draft"

- Offers 90 minutes of dynamic, fast-paced free flow networking
- Allows for exhibitors to engage with wholesale distributors at designated tables
- Provides the opportunity to connect with missed contacts and continue conversations from the trade show
- Up to 15 chances to connect
- Refreshments provided

**For CDA member distributors only. Participation required.**

# Registration Information

Registration Deadline: January 30, 2026

## How to Register

### CDA Member Distributors:

Register online at [www.cdamarketplace.net](http://www.cdamarketplace.net).

### Distributors (non-member), Brokers, Retailers, Trade Press or State/Regional Distribution Association Executives:

Contact [eventsupport@cdaweb.net](mailto:eventsupport@cdaweb.net) for registration assistance.

## Conference Rates

**Distributor companies pay one low rate per company for the full conference!** Register as many of your company associates as you would like.

Attendee Registration Classification	CDA Member Rate	Non-Member Rate
Convenience Distributors—FULL CONFERENCE (per company)	\$495	\$995
Brokers and Retailers—FULL CONFERENCE (per person)	\$495	\$750
State and Regional Distributor Assn Executives	FREE	FREE
Trade Press (per person)	\$500	

To register a guest, please contact [eventsupport@cdaweb.net](mailto:eventsupport@cdaweb.net). Permitted guests include spouses, significant others or immediate family members only.

Registration  
sponsored by:



**PREMIER**  
MANUFACTURING, INC.

## Policies and Requirements

- All companies must be registered in advance.
- On-site company registration will not be available.
- Participation in the distributor showcase is required for all registered member distributor companies.
- By registering and attending Marketplace 2026, participants agree to **CDA's Terms & Conditions and Notices & Disclaimers available at [www.cdaweb.net/CDM26TermsandConditions](http://www.cdaweb.net/CDM26TermsandConditions)**.
- Attendee cancellations must be received in writing to [eventsupport@cdaweb.net](mailto:eventsupport@cdaweb.net) prior to **January 19, 2026**. No-shows are non-refundable.

## Questions about registration?

Contact Jenn Finn | [JennF@cdaweb.net](mailto:JennF@cdaweb.net)

# Hotel Accommodations

Reservation Deadline: January 23, 2026

## Loews Arlington Hotel

888 Nolan Ryan Expressway | Arlington, Texas 76011

The Loews Arlington Hotel is the official hotel of the 2026 Convenience Distribution Marketplace. All meetings, sessions, meals, receptions and the Marketplace trade show will be located within the hotel.

CDA Group Room Rate: \$229 per night plus tax

**To reserve your room:** Go to [www.cdamarketplace.net](http://www.cdamarketplace.net) and click on hotel and travel information, or call 682-318-2810 and ask for the CDA Marketplace rate.

*Staying at Marketplace's host hotel helps keep conference costs down for all attendees. CDA contracts for the best possible rates and guarantees a minimum number of sleeping rooms. We encourage attendees to book through our block at Loews Arlington Hotel. All reservations made after the blocks are filled and/or after the deadline will be available at the hotel's prevailing rate, and availability is not guaranteed.*

